



NEWS RELEASE

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Brazilian Partnership in Print

ARLINGTON, Va. —The Poverty and Environment in the Amazon Program (POEMA), an IAF grantee located in Pará, Brazil, will celebrate the publication of its book *The Silent Return of The Forest* with a gala reception at the Brazilian Embassy in Washington Oct. 25.

The work chronicles a decade of POEMA's activities to promote sustainable development in the Amazon, including a key partnership with Daimler Chrysler. POEMA targets poverty reduction through the sound use of biodiversity and natural resources. Between 2000 and 2002 the Inter-American Foundation committed \$262,208 to the goal. Additional input from the grantee and its affiliate, the Federal University of Para, has totaled \$186,000. Daimler Chrysler's contribution has exceeded \$1 million in counterpart funds for facilities, equipment and funds.

POEMA's relationship with the automobile manufacturer is based on an initial joint venture established after Daimler Chrysler decided to research the use

of material made of coconut fiber for automobile headrests and seat cushions. POEMA trained local residents in technology, administration and marketing as well as in innovative agro-forestry practices resulting in a more than four-fold increase in the coconut yield per tree. POEMA also worked to minimize the challenges of transport and production deadlines for the project. Although Daimler Chrysler remains a prime customer, POEMA's clientele now includes General Motors and Honda. The original venture has produced more than 4,000 jobs.

POEMA will distribute copies of the book, written in Portuguese, English and German at the reception. Excess copies will be available to order through the IAF. Please indicate clearly in your e-mailed message to publications@iaf.gov, which publication you are ordering along with your name, address and language. Supplies are limited; orders will be filled on a first-come-first-served basis. To learn more about POEMA and its partnership with the IAF Daimler Chrysler log onto www.iaf.gov, then click on grants, corporate outreach and case studies.

The Inter-American Foundation created by Congress in 1969 to help improve conditions for the poor in Latin America and the Caribbean, has awarded more than 4,300 grants to self-help projects over the past three decades. Its mandate includes sharing, through a variety of publications, lessons learned from its vast experience.

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Para clarificación en español o más detalles, llame al 703-306-4357.
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